

FCC FORM 396
EXHIBIT 3
NARRATIVE DESCRIPTION OF OUTREACH EFFORTS
JUNE 2003 – JUNE 2005

WCMH-TV, COLUMBUS, OH
FACILITY ID NO. 50781

NARRATIVE DESCRIPTION OF RECRUITING AND OUTREACH EFFORTS

During the reporting period of June 2003 – June 2005, WCMH-TV has participated in substantial and ongoing recruitment and outreach efforts that are committed to equal opportunity and diversity in order to meet the FCC's EEO program requirements.

PRONG 1 – Recruitment for Full-Time Vacancies

NBC Telemundo License Co., the licensee of WCMH-TV, Columbus, Ohio, is committed to broad and inclusive outreach for hiring full-time employees, affording equal employment opportunity for all qualified persons, and refraining from discrimination on the basis of race, color, national origin, gender, or religion. As indicated in the 2004-2005 EEO public file report submitted as Exhibit 2 hereto, WCMH-TV has developed a list of recruitment sources available for use upon the opening of a job position at the station in order to widely disseminate information regarding job openings to WCMH's community. Additionally, when WCMH-TV has full time openings, we run on-air announcements about these opportunities during or adjacent to various newscasts, resulting in seven on-air announcements each week. Openings are also posted on the Station's website www.nbc4ijobs.com and the NBC 4 job line (614 263-4444) option 9. The station also advertises openings as they occur in the Columbus Dispatch, which has the largest circulation within the station's DMA. It is noted that no parties or organizations have requested notification of job openings pursuant to Section 73.2080 (c)(1)(ii).

PRONG 2 – Notification to Community Groups and Recruiting Organizations

Since the FCC's new EEO rules went into effect, the station has developed a list of recruiting organizations which we believe are suitable for reaching qualified candidates both within and beyond the Columbus, OH area. In the past year, we have added the following additional organizations to those listed in Appendix A to the 2004 EEO Public File report:

Native American

Journalists Association:

555 Dakota St.
Al Neuharth Media Center
Vermillion, SD 57069
Phone: 605.677.5282
Fax: 866.694.4264
Email: info@naja.com

Radio-Television

News Directors

Association & Foundation:

1600 K Street, NW, Suite 700
Washington, DC 20006-2838
(202) 659-6510 / Fax: (202) 223-4007
E-mail: rtnda@rtnda.org, rtndf@rtndf.org

The Ohio Department of
Job and Family Services:

30 E. Broad St., 32nd Floor

Columbus, Ohio 43215-3414
Phone: 614-466-6282
Fax: 614-466-2815

National Association
Of Broadcasters:

CareerCenter@nab.org
(202) 429-5498

In the past year, the station contacted each of the listed recruitment sources to reaffirm the station's commitment to equal opportunity and to afford them the opportunity to request notification of job openings.

PRONG 3 – Recruitment/Outreach Initiatives

According to Commission regulations, WCMH-TV was required to undertake three recruitment/outreach initiatives when the new EEO requirements went into effect in March 2003. The station has undertaken the following longer-term recruitment/outreach efforts during the reporting period, which satisfy the 3rd Prong of the FCC's EEO program requirements:

JOB FAIR PARTICIPATION

UNITY: Journalists of Color, Inc., an alliance advocating fair and accurate news coverage about people of color, aggressively challenges the industry to staff its organizations at all levels to reflect the nation's diversity. UNITY includes AAJA, NABJ, NAHJ, and NAJA. Mr. Craig Robinson, President and GM; Mr. Stan Sanders, VP News; and Ms. Stephanie Crawford, HR Manager attended this year's Job Fair Convention held August 4-8, 2004 in Washington, D.C.

The National Association of Hispanic Journalist (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. One of the many goals for the organization is to further the employment and career development of Hispanics in the media, which in part is accomplished by hosting a national convention and career expo each year. Mr. Craig Robinson, President and GM, and Mr. Stan Sanders, VP/News, attended this year's convention held June 22-28, 2003 at the Marriott Marquis in New York City, NY with the expressed intent to recruit for reporter/anchors.

The Asian American Journalist Association (AAJA) is an organization focused on encouraging Asian Pacific Americans to enter the ranks of journalism, working for fair and accurate coverage of Asian Pacific Americans. Their goal is to increase the number of Asian Pacific American journalists and news managers in the industry. The 2003 annual convention held in San Diego from August 13-16 was attended by Mr. Craig Robinson, President and GM, and Mr. Stan Sanders, VP News, with the expressed intent to recruit for reporters/anchors

The National Association of Black Journalists (NABJ) is an organization of journalists, students and media-related professionals that provides quality programs and services to, and advocates on behalf of, black journalists worldwide. NABJ holds an annual convention and careers fair each summer with dozens of plenary sessions and workshops for professional development. The careers fair draws hundreds of recruiters and is among the best means of finding a job in the industry. Mr. Craig Robinson, President and GM, and Mr. Stan Sanders, VP/News, attended this year's convention held August 6-9, 2003 at the Hyatt Regency Hotel in Dallas, Texas with the expressed intent to recruit for reporters/anchors.

National Association of Black College Broadcasters Career Fair: John Pryor, Human Resources Director for sister stations KXAS-TV and KXTX-TV, attended the April 2004 Job Fair in Atlanta, GA of this affiliate of the National Association of Black Broadcasters and recruited for open positions at WCMH. Over 100 predominantly African American colleges participated with college representatives, recent college graduates and future graduates in attendance.

Chestnut Hill College Job Fair: Heather Peters, Human Resources Generalist for sister station WCAU, attended the March 2005 Job Fair in Pennsylvania. This job fair is open for both students and alumni participation. Ms. Peters recruited for open positions at WCMH.

Texas Association of Broadcasters Job Fair: Enrique Caballero, Human Resources Director of sister station KTMD, and Rebecca Young, his counterpart at KXAS, attended the February 2005 Job Fair in San Antonio to recruit candidates for open positions at WCMH-TV as well as their respective stations. TAB's goals are to promote and protect a favorable climate for broadcasting and to educate members and the public about the opportunities available through the efforts of free, over-the-air broadcast operations.

GE African American Diversity Symposium: Ms. Stephanie Crawford, HR Manager, attended the annual symposium and career fair which hosts more than 3,000 professionals from within General Electric as well as other companies. The event was held in Washington, DC July 15-17, 2004.

INTERNSHIP PROGRAM

NBC4 Internship Program: NBC4 has an ongoing internship program for students. Currently, there are eight different types of internships each semester throughout various departments including television production. The goal is to help the interns gain experience within broadcast environment while enhancing their education inside the classrooms. Internship program eligibility, requirements, descriptions and application procedures can be found at <http://www.nbc4columbus.com/nbc4/1387195/detail.html>

SCHOLARSHIP PROGRAM

Emma Bowen Foundation for Minority Interests in Media: The main objective of the work-study and scholarship program is to give students the opportunity to learn about a variety of career options in the media industry and build on each summer's experience that will help prepare them for jobs in the media. We have had one student recently graduate from this program and are actively recruiting for a second participant.

COMMUNITY SPONSORED EVENTS

Central State University IX Annual Communication Week (19-23 April, 2004)
There are approximately 130 students in the communication program pursuing one or more degrees in two areas of concentration-- radio & television and print journalism. Each year, the Department of Humanities holds an annual "communication week" for students providing a wide array of professional development sessions and keynote speakers. This year, the President and GM for NBC 4, Mr. Craig Robinson, spoke on "The Path to Broadcast Management."

The Columbus Association of Black Journalists (CABJ) is the local affiliate of the NABJ. The CABJ is committed to fair and accurate coverage and portrayals of the African-American community. Julia Catalfino, Executive Producer, and Jenn Kiser, News Production Manager, attended the CABJ College Internship Workshop in October 2004. They participated in panel discussions focusing on internship performance, conduct and expectations.

Central State University sponsored Mr. Craig Robinson, President and GM, as a guest speaker for their panel, "Reversing the Trend: Increasing Diversity in the Media" in April 2004.

Ohio University sponsored Mike Cash, VP Sales, as a guest speaker at a Broadcasting 400 class on October 12, 2004.